



CREATIVE COMMONS MANUAL FOR PARTNERS

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Introduction

This manual is intended to serve as a detailed explanation of Creative Commons (CC) requirements and best practices for the Online Professional English Network (OPEN). This guide is meant to be used by program partners when using, creating, and adapting resources, and should be used in tandem with the Creative Commons Guidelines for the OPEN Program.

This manual is divided into four (4) major categories, or *domains*: 1.) **Creating New Materials**, 2.) **Using Existing Materials**, 3.) **Referencing Resources**, and 4.) **Attributing Multimedia**. Each domain is further divided into one or more specific standards that describe OPEN licensing requirements and their rationale. When utilizing any material for OPEN courses, regardless of whether or not the material is original or an adaptation of an existing resource, ensure that it is accessible and open to all students. Please reference the Instructional Design and Online Learning Standards for more information about accessibility and program compliance.

Goals for CC BY Licensing

Creative Commons Attribution (CC BY 4.0)-licensed materials are a cornerstone of the OPEN Program. CC BY licensing of program materials created by universities and partners provides free access to quality teacher training material to a global audience. Participants in OPEN Program courses will learn what CC BY-licensed materials are, and how to find, adapt, and attribute them for future use. For more information on the rationale for using CC-licensed materials, please reference the Creative Commons Guidelines for the OPEN Program.

DOMAIN 1: CREATING NEW MATERIALS

This domain refers to all original materials that are created specifically for the OPEN Program. All of these materials will be licensed by the partner as CC BY 4.0, which requires attribution to the creator as the only condition for material reuse. This does not mean that the CC BY 4.0 license cannot be used in tandem with other attribution-only licenses such as the Public Domain CC license, or Adapter's License; these will be explained and demonstrated in Domain 2. This does mean that other CC licenses, including CC SA (Share Alike), ND (No Derivatives), and NC (Non-Commercial) will not be acceptable under any circumstance for new, original material created for the OPEN Program.

Standard 1: Marking Your Materials

To license your original material, you must attach a Creative Commons license, or “mark,” to the product. A mark demonstrates 1) the applicable CC license, in this case CC BY 4.0; 2) provides a link to the CC BY 4.0 license that copyrights the licensed material; and 3) indicates the author, publisher, and/or sponsor of content. Marks can be applied to offline (MS Word, PDF) and online (Canvas courses) materials, and should be applied to every material or page created for the OPEN Program¹. Marking Canvas courses will be addressed in the next section. To quickly generate a license for online or offline content, and to see a detailed description of how to mark your work, please visit the [CC License Chooser](#)².

¹ Creative Commons License Instructions:

https://wiki.creativecommons.org/wiki/Marking_your_work_with_a_CC_license

² Creative Commons License Chooser: <https://creativecommons.org/choose/>

Marking Offline Materials

For the purposes of the OPEN Program, these are the steps and guidelines to marking your offline content.

Step 1: Location

For all OPEN resources, regardless of file type (e.g. .doc, .pdf), the mark should be:

- On the bottom of the first page of every document;
- Left-justified;
- In 8pt or larger font for legibility.

For an example, please see the cover page of this document. The mark can be in a box as it is in this document, or it can be against a plain white background, so long as it's on the bottom of the first page of every individual document.

Step 2: Logo



The CC BY 4.0 logo should accompany each mark, and can be copied, pasted, and resized as necessary. To obtain the CC BY 4.0 logo, visit creativecommons.org.³

Step 3: Language

The following language should be used in every license for new, original materials:

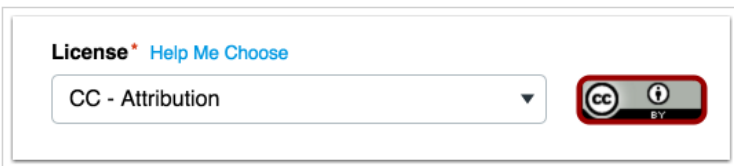
© 2020 (*edit year as necessary*) by (*name of your institution here*). (*Title of document*) for the Online Professional English Network (OPEN), sponsored by the U.S. Department of State with funding provided by the U.S. government and administered by FHI 360. This work is licensed under the Creative Commons Attribution 4.0 License, except where noted. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

³ Creative Commons CC BY 4.0 logo: https://creativecommons.org/choose/results-one?license_code=by&jurisdiction=&version=4.0&lang=en

Marking Online Materials

When marking online materials in Canvas, use the built-in tool,⁴ to select the “Attribution⁵” license:

Attribution



All Creative Commons licenses require Attribution. In other words, when others distribute or reuse your work, they must always credit you for your original creation. If you select Attribution as your only Creative Commons license, others can copy, distribute, and use your course content or altered forms of your course content. To learn more, click the CC - Attribution image.

Do not select the Public Domain license. All OPEN courses must be licensed as CC BY 4.0. Since you are creating the course in Canvas, you may license this as CC BY 4.0, even if your course material references other, non-CC BY 4.0 material. More information about this will be presented in Domain 3, Referencing Resources.

Rubric for Standard 1. Marking Your Materials

Performance Indicator	Meets Standard
New, original materials are marked as CC BY 4.0.	All documents are appropriately marked with the CC license logo and language at the bottom of the first page of each resource.
Canvas courses are marked as CC BY 4.0.	Canvas courses are marked as CC BY 4.0, using the licensing tool provided by Canvas.

DOMAIN 2: USING EXISTING MATERIALS

Whereas Domain 1 focused on creating new, original materials for use in OPEN courses, Domain 2 focuses on using existing materials, including Public Domain and Open Educational Resources (OER), and creating and marking adaptations appropriately.

Standard 1: Adaptations

For the purposes of this course, adaptations are revisions and/or remixes to existing materials.

When adapting any existing resource, ensure that it can be legally adapted without violating copyright terms. Anything marked **CC BY 4.0** can be freely adapted, provided that attribution to the original author is given. Materials marked **CC 0** (zero) can be adapted without attribution. Materials that are CC ND (No Derivative), CC SA (Share Alike), and CC NC (Non-Commercial) cannot be adapted without significant provisions in place. Use of these materials should be avoided in this program.

⁴ Canvas Content Licensing:

<https://guides.instructure.com/m/38287/l/257499-what-types-of-content-licenses-are-available-in-commons>

⁵ “What Types of Licenses are Available in Commons?”, by Instructure, accessed September 12, 2016:

<https://guides.instructure.com/m/38287/l/257499-what-types-of-content-licenses-are-available-in-commons>

Public Domain and certain OER materials can be adapted, provided that proper attribution is given. Please note that not all OER materials are public domain, or CC BY licensed; some OER materials are actually licensed under CC ND, CC SA, and CC NC. Be sure to check each OER for licensing and restrictions, and only use those that are public domain, CC BY, or CC 0 licensed.

When you are adapting any materials, follow these steps:

Step 1: Location

As with original materials, the mark should be on the first page, at the bottom (not footer). There is no required font size.

Step 2: Logo

If you are adapting a CC BY resource, then continue to use this logo for your adapter’s license. You do not need to use two CC BY logos if the original, adapted document is CC BY.



If the adapted document is not CC BY (if it is CC 0 or Public Domain), then add the CC BY logo in addition to the logo in the document.



Note: if you are certain that a document is in the Public Domain (e.g. if it has exceeded the generally accepted copyright term length of the author’s life plus 70 years, or explicitly says that it is for use in the Public Domain), then add the Public Domain mark to the front of the document with your CC BY 4.0 license. This does not license the document to you; it only indicates that the work is in the Public Domain and free to be used and adapted.

Step 3: Language

The following language should be used in every license for adapted materials:

© 2020 (*edit year as necessary*) by (*name of your institution here*). (*Title of document*) for the Online Professional English Network (OPEN), sponsored by the U.S. Department of State with funding provided by the U.S. government and administered by FHI 360. This work is an adaptation of (*title of original, adapted document*), by (*name of author and/or publisher*) licensed under the Creative Commons (*type of license*) License, **and can be found here ([link to original if it exists online](#))**. To view a copy of the license, visit ([link to license copy](#)). Adapted content is licensed under the Creative Commons Attribution 4.0 License, except where noted. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

Rubric for Standard 1. Adaptations

Performance Indicator	Meets Standard
Existing, adapted materials are appropriately marked and attributed.	All documents are appropriately marked with 1) the existing source’s CC license logo and copy at the bottom of the first page of each resource, and 2) the adapter’s license (if necessary), and appropriate language marking the attribution of a preexisting document.

DOMAIN 3: REFERENCING RESOURCES

Domain 2 addressed the adaptation of resources. If you wish to reference, but not adapt, a resource, you may still do so and be in compliance with the program guidelines.

Open vs. Closed

When referencing resources for course material, you are not necessarily bound to use CC BY, CC 0, or Public Domain materials (considered to be “open”). There are several academic resources, such as TESOL or language learning journals, that are held to strict copyright regulations and are considered “closed”, but that may be desirable to incorporate despite their closed status.

However, open materials are the overwhelming preference for OPEN resources, and obligatory for any generated material. Open materials enable participants to use these resources in their own countries and contexts, contributing to cascading new knowledge, which is a program requirement. For more information on cascading new knowledge, please reference the TESOL Content Guidelines.

Standard 1: Referencing

Any resources, open or closed, that is referenced, but not adapted, must be referenced in an appropriate style (MLA, Chicago, etc.) as they would be in any cited document. Passages should be block quoted and attributed to make it known that it is not under the CC BY copyright. For line-item citations, the “except where noted” clause in the CC BY 4.0 license applies to this material, and does not need to be changed, provided that appropriate citations are given. Including cited material in your Canvas course as supplementary material is permissible. However, for closed content, please add the following as a footnote after your citation:

“This content is copyrighted, and cannot be adapted in any way, or distributed after the end of this course. It is not Public Domain or Creative Commons-licensed, and therefore not for public use. Please do not save a copy for your personal use, and do not use it after the course ends.”

If you cannot avoid using closed content, but want participants to be able to keep a summary of the document for future use, you may create a CC BY 4.0-licensed summary of the closed content, and upload this to Canvas for the participants’ use. Summaries do not violate copyright, and there is a legal right to reproduce copyrighted work in an abridged format, if it is not substantially similar to the original. For the purposes of this program, “substantially” means more than 50%.

For example, if you would like to reference a closed journal article about TESOL methodology, but know that participants cannot keep or share the article, then you may create a summary of less than half the length of the original article, and license this under CC BY 4.0.

Rubric for Standard 1. Referencing

Performance Indicator	Approaches Standard	Meets Standard
Referenced materials are open for participant reuse and are properly cited.	Referenced materials are appropriately referenced but are not open for participant reuse. Closed resources are utilized, but CC BY 4.0-licensed summaries are provided for reuse.	Referenced materials are appropriately referenced, and all are open for participant reuse.

DOMAIN 4: ATTRIBUTING MULTIMEDIA

Creative Commons licensing applies to many media types beyond documents and websites. CC licensing also enables the use of photos and videos with appropriate attribution. The style of attribution differs from the attribution given to documents, as detailed above, but the information that should be included in the attribution (creator, link to license type, and location of original source material) is the same across almost all license and copyright types, with the exception of CC 0, where no attribution is necessary.

Standard 1: Attributing Media

The required elements for media attribution include the name of the photo or media, the creator (author), the CC license type, and the location of the original source material (not the location from which the content was retrieved.) The location of the original source material may be hyperlinked to the author. For example, the appropriate attribution of the image below, used by an instructor as an example of a U.S. classroom, is:

"Student In Class" by [Tulane Public Relations](#) is licensed under [CC BY 2.0](#)

The photo is CC BY 2.0 licensed, and was found on Wikimedia Commons.



Note that:

- The full title is given, and there is a hyperlink to the original source;
- The author (Tulane Public Relations) is given, and hyperlinked to the source and;
- The corresponding CC BY license copy is hyperlinked as well.

This ensures that the content creator is appropriately cited, the original location of the content is easy to find (not necessarily the location from which the content was retrieved), and the appropriate license is documented, rendering the use of the content compliant with CC standards.

The following would not be sufficient for attribution:

- “Student In Class” by Wikimedia Commons (*Wikimedia Commons is not the author*)
- Photo credit: Tulane Public Relations (*Insufficient detail; original location, license, and creator link are missing*)
- Source: [https://commons.wikimedia.org/wiki/File:Student_in_Class_\(3618969705\).jpg](https://commons.wikimedia.org/wiki/File:Student_in_Class_(3618969705).jpg) (*Insufficient detail; creator, creator link, and license are missing*)

Modified Media

Since this image is CC BY licensed, it can be adapted. For example, the image has been cropped, the color has been changed, and a shadow has been added:

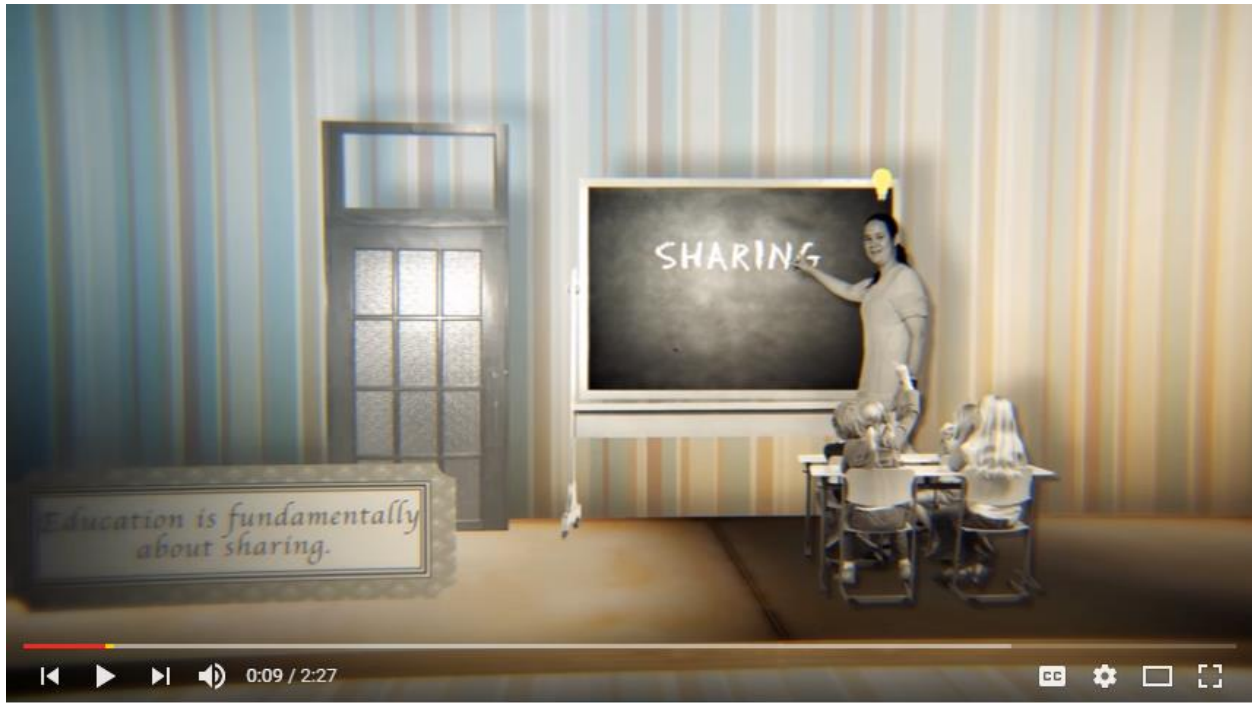


In this case, the adaptation or modification would be noted in your attribution:

This work is a derivative of "[Student In Class](#)" by [Tulane Public Relations](#), used under [CC BY 2.0](#). This derivative is licensed under [CC BY 4.0](#) by FHI 360 for use in the OPEN Program, sponsored by the U.S. Department of State with funding provided by the U.S. government and administered by FHI 360.

The original content is noted and linked to, with the existing license, but the new 4.0 license has been added as well to indicate the licensing of adapted content.

The process is the same for videos:



Why Open Education Matters



David Blake

 205

19,019 views

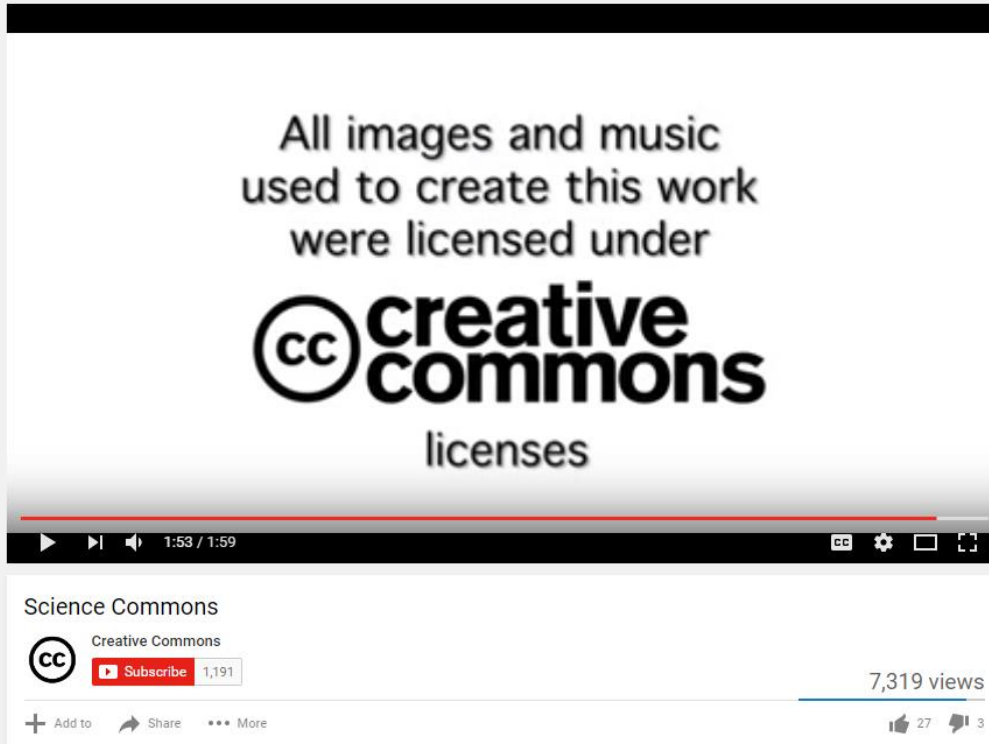
 123  2

Attribution:

"[Why Open Education Matters](#)" by [David Blake](#) is licensed under [CC BY 4.0](#)

If you are adapting the CC BY-licensed video, you can embed the attribution in the video itself⁶:

⁶ "Best Practices for Attribution", Creative Commons, accessed September 12, 2016:
https://wiki.creativecommons.org/wiki/Best_practices_for_attribution



Please click [here](#)⁷ to see examples of how attribution can be done within a video, including how to attribute CC-licensed music within your original videos.

Please note that YouTube videos are not CC BY-licensed unless stated. The standard YouTube license is not compatible with CC BY; while they can be used in the U.S. under the Fair Use doctrine, they cannot be reused, revised, remixed, or redistributed by participants, and would therefore not meet program standards.

Rubric for Standard 1. Attributing Media

Performance Indicator	Approaches Standard	Meets Standard
Media are correctly attributed.	Media are cited or referenced, but not correctly attributed per CC guidelines.	All media, including adaptations and modifications, are correctly attributed per CC guidelines.

⁷Media Attribution:

https://wiki.creativecommons.org/wiki/Best_practices_for_attribution#Attribution_in_specific_media

Finding OER, Public Domain, and Creative Commons Materials

There are many organizations and institutions that are dedicated to making Creative Commons-licensed materials openly available, and searchable by license type. Please consider using one of the following search engines or repositories if you are looking for resources and content that you can use in your OPEN course:

Materials and Journals

- [Academic Journals](#)

Academic Journals is a broad-based publisher of peer-reviewed open-access journals. Academic Journals currently publishes 111 open-access journals covering art and humanities, engineering, medical science, social sciences, biological sciences, physical sciences and agricultural sciences. All articles published by Academic Journals are licensed under the Creative Commons Attribution 4.0 International License. This permits anyone to copy, redistribute, remix, transmit and adapt the work provided the original work and source is appropriately cited.

- [Directory of Open Access Journals \(DOAJ\)](#)

DOAJ is a community-curated list of open-access journals and aims to be the starting point for all information searches for quality, peer-reviewed open-access material. Please note that DOAJ is itself CC SA-licensed, and that all material is user-submitted and not independently verified with regards to licensing, so ensure material is CC BY-licensed before using.

- [Google Scholar](#)

Google Scholar is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. The Google Scholar index includes most peer-reviewed online academic journals and books, conference papers, theses and dissertations, preprints, abstracts, technical reports, and other scholarly literature, including court opinions and patents. Please note that all material is not independently verified with regards to licensing, so ensure material is CC BY licensed before using.

- [MERLOT](#)

MERLOT is a curated collection of free and open online teaching, learning, and faculty development services contributed and used by an international education community. Please note that all material is user-submitted and not independently verified with regards to licensing, so ensure material is CC BY licensed before using.

- [OER Commons](#)

The OER Commons is a digital public library and collaboration platform, offering a comprehensive infrastructure for curriculum experts and instructors of all levels to identify high-quality OER and collaborate around their adaptation, evaluation, and use to address the needs of teachers and learners. Please note that all material is user-submitted and not independently verified with regards to licensing, so ensure material is CC BY licensed before using.

- [Search at Creative Commons](#)

Creative Commons offers access to various search engines that are populated with CC-licensed material. Please note that all material is user-submitted and not independently verified with regards to licensing, so ensure material is CC BY licensed before using.

Multimedia

- [Dig CC Mixer](#)

Dig CC Mixer is a repository of CC-licensed music and audio files that are free to use. The 'tag' search enables users to find music and audio files for specific themes, moods, and genres. Please note that all material is user-submitted and not independently verified with regards to licensing, so ensure material is CC BY licensed before using.

- [Flickr Commons](#)

Flickr Commons, in partnership with the U.S. Library of Congress, exists to increase access to publicly-held photography collections, and to provide a way for the general public to contribute information and knowledge for sharing with the general public. All material is CC licensed, and you can specifically search for photos which are in the public domain, U.S. Government works, with all copyright waived (CC 0), and licensed CC BY (select “Commercial and Mods Allowed” when searching). Please ensure that material is CC BY before using.

- [Vimeo’s Creative Commons](#)

Vimeo allows you to search for content by license type; the hyperlink above leads directly to Vimeo’s CC BY-licensed material. Please note that all material is user-submitted and may not be independently verified with regards to licensing, so ensure material is CC BY licensed before using.

- [YouTube](#)

YouTube will allow you to search for content that is CC-licensed. Please note that this will sort for all CC content, not just CC BY. Please ensure videos are CC BY-licensed before using.

Special Licenses for Certain Image Repositories

There are a few websites, in addition to the ones listed above, that provide helpful repositories of openly licensed stock photos and images. Sites such as [Unsplash](#), [Pexels](#), and [Pixabay](#) are sites that previous partners have found incredibly useful. These sites license their photos under their own, named open license, however. In such cases, while appropriate to use in OPEN courses, the license must be noted in the attribution language beneath the image, in lieu of a Creative Commons license.

The image below, for example, is found on [Unsplash](#). The appropriate attribution language beneath the image in your course should read:

- [“Hello!”](#) by [Vladislav Klapin](#) is licensed under the [Unsplash license](#).

Please be sure to link to the image itself, the author’s page, and the Unsplash license.

